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The Story Of A
MILLION
ROSES



CLARENCE B. FARGO
Frenchtown, N. J.

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Blooming in lovely gardens the past summer, far and wide, in every section of our fair land, and even unto such widely separated and distant places as far away India and Japan, there have bloomed at least a million gorgeous Roses of all imaginable shades and hues; bringing happiness, pleasure and delight to a multitude of peoples in all walks of life. These glorious Roses have brought cheer and a ray of sunshine to the shut-in and the sick room, comfort to souls distressed, and wondrous charm and beauty to innumerable homes and their surroundings.

Largely this has been so because some fifteen to twenty years ago a new merchandising idea came, as a fleeting thought but, instead of being as promptly forgotten as is so often the case, the opportunity was instantly recognized and immediately grasped and experiments soon undertaken to prove or disprove the soundness of the idea.

Already for many years Mr. Fargo had been heading a successful business enterprise in which, after having already built up a very considerable business in Seeds, Plants and Bulbs, with the Rose Department a specialty, there occurred one day the thought, like a flash of light, why would it not be possible to immensely increase the business to the benefit of both buyer and seller by giving the customer a new type of service, enabling him to purchase at very much less than standard prices, and thus build **Customer Satisfaction** along new lines and with a mutuality of interests?

The old method had been to depend upon Catalog sales at regular Catalog

prices in the Spring and early Summer months the same as most other Houses are still doing. It will be readily recognized that the old method had its disadvantages regardless of the feature of price. In a business that is as seasonable as the Rose business, where a whole season's work must be rushed through in a few short weeks, hand to mouth ordering means that the patrons must take their turns and this, of course, frequently means annoying waits and delays right at a time when every moment of delay was to just that extent a loss of opportunity, and every lost moment an aggravation.

In considering the matter from all angles, Mr. Fargo's process of reasoning was just this: It is really surprising how the roots of Roses like to get right down to work in the cold earth in early Spring long before there is any evidence of top development discernible. That very much is to be gained by planting Roses just as early in the Spring as the soil is in fit shape to dig, or as soon thereafter as the work can conveniently be done, and every day thereafter is a day of lost opportunity. If one waits to order until the stock is actually wanted, it is impossible to efficiently measure the delays that are going to be encountered and the disappointments that are possible.

The second thought then was, would it not be possible to enormously increase the volume of sales by giving the customer not only a far better price where orders were placed during the Fall months for delivery in early Spring, but a far more efficient and timely delivery service. The only question was: Would people order so far ahead of actual requirements? This,



Souv. De Claudius Pernet

of course, could only be determined by an actual test and to say that this test amply proved the thorough soundness of the idea is to speak conservatively. Sales began to increase by leaps and bounds. We found that we had struck a responsive chord in human nature. Mr. Fargo believes that this idea was original with him as applied to Roses and a new method of distribution discovered that is now an annual and highly successful part of the Fargo Method of Rose Distribution.

The Annual Pre-Season Rose Sale

Is now each year prominently advertised within the pages of our Fall Catalog which is ready for distribution early in September and sales of Roses begin immediately at very low special prices, with the sale each year scheduled to close on New Years Day.

A glance through the pages of the Fall Catalog will show any Rose lover the wide gulf between the regular Spring Catalog prices for Roses and the special price at which they may be purchased by ordering them in the Fall or early Winter for delivery in time for early Spring planting. Payment for the Roses at the time of ordering is not necessary, although a very great many of our patrons DO pay for their Roses when ordering, evidently desiring the matter off their minds. In such cases we reciprocate by paying all delivery charges ourselves. It is perfectly agreeable to us, however, for the customer either to make payment after a notice of the forthcoming shipment is mailed to them as a reminder in early February, or we will gladly send the Roses C. O. D. by

Parcel Post where it is so desired. In this Great Special Sale the main and important thing, both to you and to us, is to have the order safely recorded on our books in advance of New Years Day. The earlier the better due to the natural human tendency so easily to forget.

Another great advantage of this Pre-Season Sale, as heretofore stated, is that there are no vexatious delays when planting time arrives, and this means a lot. The arrival of your Roses is timed with the calendar and each shipment is accompanied by specific instructions for planting and care.

This service alone is worth a great deal to everyone who plants Roses, and it costs our patrons less than nothing. A Third and very great advantage is full fresh stocks early in the season from which selections are made. You can rest assured of getting sturdy, well-rooted, dormant field-grown Roses of an average height of one to two feet; nice plants ready to go right to work for you, and we also guarantee that each and every Hybrid Tea or Everblooming Rose we sell will bloom for you the very first summer or another in its place absolutely FREE. Anticipate your planting wants ahead of planting time for a season and you will quickly recognize the many advantages of this new Merchandising Plan.

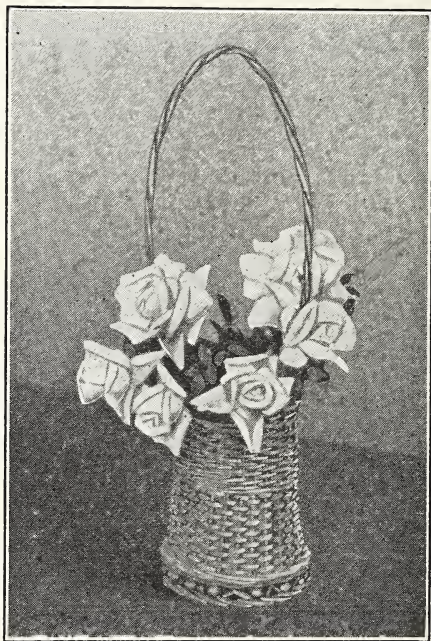
Where Do WE Benefit

Occasionally someone asks the question, how we can profitably do business along the lines of this New Merchandising Method, and we are glad indeed of the privilege to show how the seller is benefited as well as the buyer.

The special price concession we can make naturally produces a very greatly increased volume of business, although the gross profit is of course much reduced on each individual order.

We can conduct business by this System with far less than the usual waste and expense, as our plan permits of close and continuous check-ups in advance of the shipping season. Other concerns frequently have a large left-over stock that is sold for what it will bring toward the end of the season, or actually dumped out as a complete loss. Mr. Fargo figures it is best to "put the cart before the horse," as it were, and to give the best values at or before the very start of the season.

Should this little booklet come into your hands too late to benefit by the Great Annual Pre-Season Sale, that in no way means that you should not make a planting of choice Roses at regular prices at any time during the planting season, for Hybrid Tea or Everblooming Roses give almost IMMEDIATE results, and begin blooming within just a few weeks after they are planted. However, if this comes to your notice, let us say, at any time between Labor Day and New Years, you should at once ask for the current Fall Catalog wherein you will find this Great Pre-Season Sale, with its list of many choice varieties from which to make a selection for early Spring planting, and get your order on our books as early as possible. Mayhaps you will receive this little Booklet and the Catalog, or a Special Folder at one and the same time and, in that case, you will be in a position to take full advantage of the opportunity immediately.



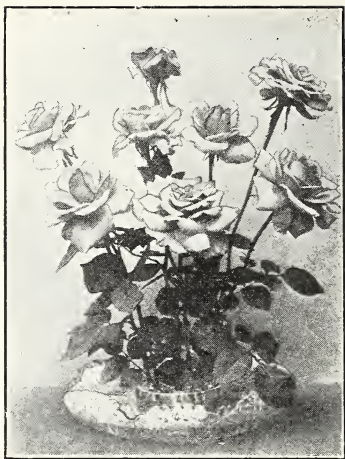
Killarney

This Immense Rose Business

Has been built up on the solid base of **CUSTOMER SATISFACTION**. From the very beginning a veritable army of Rose lovers were quick to grasp the opportunity that a New Merchandising Idea had brought to them, but that alone would not have been sufficient. The thing that has really counted **MOST** is that the same patrons have been coming back year after year for **MORE** Roses and, not only that, but they have been widely "broadcasting" the news to others and bringing their friends along with them. This being so, it seems almost superfluous for us to say, "There's a reason."

And Here Is The Evidence Of Customer Satisfaction

A Marion, Ohio, merchant, having first purchased ten Roses, later wrote us that through his influence and because of the fine quality of our Roses his friends had booked orders with us for over 200 Roses for early shipment that Spring. A customer in Granville, Ohio, ordered 100 of our Roses **EACH** year for **FOUR** successive years. A Bank Cashier living in the same State, and who had previously purchased our Roses, sent in a new order for 44 additional Roses for himself, and also enclosed orders for three friends with their individual checks attached to each order. Just a few days later the President of the same Bank sent in **HIS** order. A Board of Education official includes the orders of six friends with his own order, and a patron at Stone Harbor, N. J. reports cutting over 2,500 blooms in a single season from only 120 plants.



Columbia

Numbered amongst the thousands of buyers of FARGO'S FAMOUS ROSES, and starting with the laboring man who earns his bread in the sweat of his brow, and on through a varied line of professions which includes clerical workers, doctors, bankers, lawyers, judges, priests and ministers, bishops—in fact men and women in about every walk of life are found represented in our customer records past and present.

Amongst Institutional patrons we find the State Highway Department of a great State; Coast Guard Stations; Cemeteries; Parks; Veteran's Hospitals and numerous business organizations. This we take it is all evidence of the fact that we are performing a really superior type of service through this new and different merchandising system.

And we do not wish to close this part of our little friendly chat without bringing to you something of the experience of Mr. and Mrs. J. H. McCray of Waynesboro, Va. who, after receiving their first shipment consisting of one hundred and eighty FARGO'S FAMOUS ROSES, wrote us saying:

"The Roses came in good time for planting and are now in the ground. Mrs. McCray and myself wish to express our appreciation to you for sending the most beautiful lot of Roses we have ever received. We have bought Roses from different places and, if they could have seen what you sent us, their heads would droop with shame."

The next season the McCray order was for one hundred additional Roses and they

have since been consistent patrons as well as quite instrumental in a number of their friends and acquaintances ordering FARGO'S FAMOUS ROSES for their own gardens. Recently the Waynesboro "News-Virginian" carried a two column news article of an interesting social event. It was headed "Beautiful McCray Home Is Christened 'Roselawn.'" Describing the event as "one of the most interesting and attractive social events of the early summer season," and continuing by saying, "The christening of 'Roselawn' took place in the beautiful garden of Roses surrounding the home, which is a real show place of the city."

It is interesting to know, as you have undoubtedly already surmised, having read thus far, that a very great many of the fine Roses displaying their charm and rare beauty at this happy christening event, helping much in making it an enjoyable and festive occasion, were FARGO'S FAMOUS ROSES.

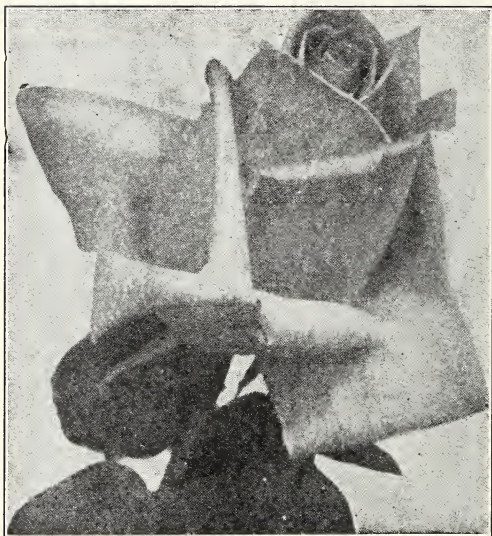
And now for a brief moment, to digress from the main theme, let us acquaint you with the little Borough of Frenchtown, a beautifully situated little place of less than twelve hundred population, along the banks of the Delaware river and nestling between the New Jersey and Pennsylvania hills, about thirty miles north of Trenton. It is interesting to know that its name is derived from the settling at this point of one Paul Henry Mallet-Prevost, who fled from France at the time of the French Revolution. Frenchtown boasts of being the only first class Post Office located in the county of Hunterdon, which is due, of course, to the vast Mail Business and Parcels Post shipments going out from this point.

The sort of wholesome little place in which we live here is aptly word pictured in Mr. Fargo's Book, "PLANNING AND PLANTING FOR THE HOME BEAUTIFUL." Without mentioning the place by name, of course, he says: "The writer's thought turns to a little town nestling in a beautiful and fertile valley betwixt the hills, while to the west flows the broad silvery river, flowing silently in its quest of the boundless deep. No millionaire resides here in this happy place; neither does poverty rear its ugly, unsightly head. Those who dwell here are the fortunate every-day sort of people who find pleasure and satisfaction in their daily tasks, or mayhap have long been in harness and are now resting in peace and contentment in the cool shadows of the late afternoon of life.

"We find practically everybody everyone else's friend; ready at a moment's call to help in any day of stress or need. It is here that the weary stranger may find the desired peace and rest and quiet for tired and jaded nerves while enjoying the exquisite beauty of the natural scenery.

"He discovers here a small town of well-kept homes with lawns and grounds although not elaborately planted; yet tastefully adorned with beautiful old trees, graceful flowering shrubs and Roses and other beautiful Flowers—restful to the eye and beautiful withal.

"The streets have fine old shade; frequently the limbs arching and meeting over-head, forming a dome or canopy over the thorofare and providing an abundance of welcome shade during the hot days of summer, appreciated alike by him who passes by and they who dwell within the homes along the quiet streets.



Duchess of Wellington

"Here the homes largely show the pride of ownership, the houses in repair and well and tastefully painted; the bright green Lawns well kept.

"Although by no means pretentious, such a place is a Community of Homes Beautiful and one within which it is a privilege to dwell."

A ministerial friend who had formerly resided here and whose wife's thoughts continually returned with longing, received a complimentary copy of this Book when first off the press. Sitting down to peruse its pages and, without saying anything to his "better half" about the author of the Book, he began to read the quotation here given from its pages. His wife's instant response was: "Why, that's Frenchtown."

Yes, and it may describe YOUR home town, too. Your town or community, and your own home surroundings particularly, are just what you yourself make them. Landscaping increases the value of residential property as much as 35 per cent. and this is indicated by data collected by President Hoover's Conference on Home Building and Home Ownership. The cost of planting, the report showed, is sometimes as small as one-fifth the increase in value; cases being cited where an expenditure of \$100. has added \$500. to the sales value of the property. Consequently failure to adequately plant the grounds around the home is an extravagance of neglect, and good results can be had at a cost so low as to be within the means of anyone who can afford to own a home. This is one of the very few instances we know where one may "eat your cake and have it too."

In any well balanced planting plan we absolutely MUST have an adequate planting of lovely Roses. Our Great Annual Pre-Season Rose Sale adequately meets this need, and permits one to have a glorious display of choice Roses at the minimum of cost, where advantage is taken of the special low price that this Great Sale annually brings to Rose lovers everywhere.

In planning beautiful Gardens or Home Surroundings the Roses we shall plant is one of our first and most important considerations, for the Rose is today the acknowledged Queen of ALL Flowers, just as it was six hundred years before the advent of the Christian Era when the poet of that far distant day sang its eulogy thus:

“The Rose, Mankind will all agree;
The Rose the Queen of Flowers shall be.”

We must recognize that one of the finest places in the whole wide world wherein to look for happiness, contentment and peace, with full assurance of finding them in abundant measure, is in our gardens of Roses amongst these bright, glorious, fragrant Flowers; emblems of everything beautiful, pure and lovely.

Yes—there is a vast soul hunger everywhere that can be greatly assuaged by the charming beauty and fragrance of the Rose and we believe that you will gladly join with us in this Toast to the ROSE:

Let Roses look up in every place
Though this beautiful world of ours;
For dear as the smile of an old friend's
face
Is the smile of these bright, sweet flowers.

Sensational "Get Acquainted" Sale

Values
75c & \$1 **Fargo's Famous
ROSES** Special
Each **49c**



Exquisite Roses at a BIG saving still available to a limited number of NEW customers that they may IMMEDIATELY experience the CUSTOMER SATISFACTION that our New Merchandising Plan affords. Old and regular patrons have had THEIR opportunity in the 15th Great Pre-Season Sale which is now a thing of the past until another year. This Sensational "Get Acquainted" Sale brings to YOU the very same 75c and \$1. Values at the special low price of only 49c each if you order ten or more of our choice Roses for Spring 1932 planting, and leave the choice of varieties to us but, you may specify your own choice or colors if you wish, and you may have the Roses all different, or all alike as you prefer.

Let us make you up a nice trial selection of ten or more of these glorious Roses and enjoy a delightful experience at but small cost this coming summer. Decide NOW. Write your order on the back of this Special Announcement and we will include one extra Rose Absolutely FREE. If you remit with the order, we pay all costs of delivery ourselves. Shipments C. O. D. where desired; you paying for the Roses, plus the small delivery costs to the mail man when they arrive. The main and important thing is to send in the order NOW. Address:

CLARENCE B. FARGO, Frenchtown, N. J.



MORAL:

PLANT FARGO'S FAMOUS ROSES

When you purchase Roses look for
the name

FARGO

on the labels. This name stands for
CUSTOMER SATISFACTION. Every
Everblooming Hybrid Tea Rose sold
bearing this label goes out with a
Guarantee that it will bloom the first
summer or another Rose in its place
absolutely **FREE.** This Guarantee is
YOUR protection in buying Roses.



Sensation

CLARENCE B. FARGO
Frenchtown, N. J.